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CEC-COILS®

CEC INTERNATIONAL HOLDINGS LIMITED

CEC 國際控股有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 759)

UNUSUAL SHARE PRICE AND TRADING VOLUME MOVEMENTS

This announcement is made at the request of The Stock Exchange of Hong Kong Limited.

The board of directors (öBoardö or öDirectorsö) of CEC International Holdings Limited (öCompanyö) has noted the increase in the share price and trading volume of the shares of the Company today.

Having made such enquiry with respect to the Company as is reasonable in the circumstances, the Directors are not aware of any reasons for these price and volume movements, but note that a newspaper article reported today that 759 Store of the Group will open a new shop as the test point as a Japanese style specialty shop (including personal care). However, the Directors confirm that such attempt does not have any material change on the strategy of 759 Store's business and the Group will continue to develop progressively and make different attempts from time to time. Save and except for the above, the Directors are not aware of any reasons for these price and volume movements or of any information which must be announced to avoid a false market in the Company's securities or of any inside information that needs to be disclosed under Part XIVA of the Securities and Futures Ordinance.

Shareholders of the Company and public investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by the order of the Board. The Directors collectively and individually accept responsibility for the accuracy of this announcement.

By Order of the Board
Lam Wai Chun
Chairman

Hong Kong, 6 November 2013

As at the date of this announcement, the board of directors of the Company comprises three executive Directors, namely Mr. Lam Wai Chun, Ms. Tang Fung Kwan and Mr. Ho Man Lee, and three independent non-executive Directors, namely Mr. Au Son Yiu, Dr. Tang Tin Sek and Mr. Goh Gen Cheung.

** For identification purpose only*